

Job Opening

Position:	Marketing and Development Coordinator
Department/Store:	Kalamazoo Literacy Council
Location:	Alcott Corporate Office – Kalamazoo, MI
Wage:	Based on Experience + Benefits
Classification:	Full-time Staff
Number of Openings:	1
Hours:	Varied
Date posted:	10/03/2013
Submit Resume and Cover Letter to:	mevans@goodwillswmi.org
Job Duties:	
<ul style="list-style-type: none"> • Manage effective development and use of both donor and general communication distribution databases, including tracking routine information on current and prospective donors. Extract, organize, and analyze data from databases for reporting purposes, targeted mailing lists, and communications with donors and other publics. • Manage the coordination and dissemination of written communication, including mass e-mails, newsletters, appeals, and marketing support materials to targeted publics in accordance to KLC marketing, fund development and stewardship plans and graphics standards. • Support the preparation and implementation of assigned donor communications and marketing collateral materials by designing, proofing, editing and coordinating these communications and materials (e.g. gift acknowledgements, invitations, appeals, newsletters, etc.) • Assist in developing content and maintaining all internet marketing media, including website, blog, and social media sites (Facebook, Twitter) • Support the planning, coordination, and implementation of assigned internal and external revenue generating and advocacy events, such as the annual Kalamazoo SCRABBLE® Fest, special 40th anniversary activities and other donor and outreach events. • Support the agency's community relations efforts, representing the agency professionally in the community as needed • Coordinate marketing and fund development activities with the KLC's Marketing and Fund Development committees • Assist with grant research and proposal submission process, including identifying, cultivating, and soliciting support 	
Qualifications:	
<ul style="list-style-type: none"> • Bachelor's degree in marketing, communications, journalism, public relations or related area. 3-5 years previous experience in the nonprofit sector in marketing, development or related area preferred • Ability to appropriately prioritize issues and deliver planned results • Strong written, oral, and interpersonal communication skills. Ability to positively interact with various stakeholders including donors, volunteers, businesses, adult learners, Board members, etc. over the phone, face-to-face, or via email • Strong project management skills with ability to work independently with limited supervision, 	

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meet deadlines, anticipate needs, and effectively problem-solve

- Excellent computer skills and software knowledge including Microsoft Office
- Previous experience with social media
- Previous experience producing promotional and informational materials, including layout, design, and copywriting
- Experience with public and/or private grant writing preferred

Equal Opportunity Employer

Persons are recruited, hired, assigned and promoted only on the basis of job related criteria and without regard to age, ancestry, arrest record, citizenship, color, familial status, gender, gender identification, height, marital status, national origin, non-job-related disability, race, religion, sex, sexual orientation, veterans' status or weight. This includes those affected by pregnancy, childbirth or related medical condition.

Please click on and read: <http://www.goodwillswmi.org/PDF/ApplicationTerms.pdf>